



Sept.15, 2020

Greetings to all our friends,

Many years of success and we are in eWMS (online World Marketing Summit), which will be held worldwide on Nov.6&7, 2020.

Due to COVID 19, it is a difficult and uncertain time for all industries and businesses while facing tough decisions from staffing, to postponing meetings and conferences, and dealing with cash flows that are drying up. The priority is to think ahead on how to create new marketing strategies, innovate new products, build new partnerships or acquire companies. Business people are hungry to hear & think about new ideas.

In this connection, the World Marketing Summit (WMS) is expanding to address the concerns of businesses all over the world. We call this initiative eWMS, (the online version of our regular WMS) with the mission of creating a better, happier, more profitable, and sustainable world through strategic marketing in critical times by Kotler & Partners. We recognize the need to educate, train, and stimulate audiences around the world.

We understand that in COVID times, we cannot gather in large conventions and meetings as we have done in the past. New challenges require new solutions. eWMS has chosen to innovate an online/virtual solution to meet the needs of its customers. We are inviting 60 eminent speakers from academic and corporate sectors to share their ideas on the post-COVID business world. Each speaker will deliver 30 minutes on a major topic. This exciting event will take place on November 6 and 7, 2020 in the form of presentations that will start at 00:01 am GMT on Nov.6 and finish at 11:59 pm GMT on Nov.7. The program will be available worldwide from Auckland to Los Angeles.

The theme of eWMS is: Business leadership and sustainability in critical times

The global economy is now undergoing major disruptions while creating new opportunities and challenges. The millennials are most vulnerable as the learning & training system seems to lag behind, unable to prepare them in a critical time for changes that have already happened or more yet to come. These changes not only impact lives, but also the economy and society as a whole. Companies need to identify the economic, social, political, and technological megatrends that will disrupt their normal business practices. Most economies today are experiencing unexpected disruptions, a severe mismatch between skills developed by the old education system, and the skills needed in today's & tomorrow's labor market. At the current speed of change, this gap is going to increase if it remains unaddressed.

Today's digital age has boosted the power of customers relative to sellers in the marketplace. Consumers are much more educated and discriminating. Even if you have the greatest product, it could fail if you lack the art of marketing. You need marketing to turn your great product into a great brand. Transformation is inevitable but it will require strategic direction, investment, time, and collaboration of all stakeholders.

We hope that many companies will partner and participate in the eWMS (online World Marketing Summit). We will continue to provide new ideas and motivation to existing companies and new startups. Come and help yourself, your company and your country to create a better world for more people.

We are looking forward to watching your progress as the business develops in your country.

Philip Kotler
Founder of WMS

Sadia Kibria
CEO of WMS Group